

'Going My Way' Dual Winner

Crosby, Fitzgerald Victors in Annual Film Weekly Voting



BARRY FITZGERALD

Chosen by Canadian motion picture critics as the actor who provided the finest performance in 1944, Fitzgerald portrayed a crusty old padre in Paramount's "Going My Way."

It is the first time that Canadian critics preferred the work of a supporting player to that of a star. The same thing may happen in the forthcoming Academy Awards, Fitzgerald being a favorite.

'Ten Bests'
Choices in
Full On
Pages
4 and 17

Paramount's honor-laden "Going My Way" was the first choice of Canadian theatre operators as the Dominion's leading boxoffice attraction during 1944, as well as the pick of critics as the best film. At the same time the theatre men chose Crosby,

star of "Going My Way," as the actor most popular with the paying patrons while Barry Fitzgerald, who supported Crosby in the film, got the critics' vote for having put up the best performance of the year.

The preferences of exhibitors and critics were determined through the annual poll of this publication for the ten best box-office films and stars, and the

(Continued on Page 2)



BING CROSBY

Canada's leading boxoffice attraction, according to theatre operators, and fourth among the best acting performances of 1944, the critics say. In 1943 exhibitors placed him ninth as a boxoffice attraction and critics did not place him among the ten best actors.

USA critics, in the Film Daily poll, voted him first and he is a strong contender for Academy honors.

Wanger Renews at U

Walter Wanger has renewed his production deal with Universal and his first under it will be "Canyon Passage," all-star Technicolor production.

O'Byrne Quits ASN, J. J. Chisholm In

Following the resignation of Frank O'Byrne as Ontario district manager for Associated Screen News, J. J. (Jack) Chisholm has been appointed to succeed him by B. E. Norrish, president and managing director. O'Byrne, it is said, will join the Paul Nathanson interests to supervise the production of educational and instructional films for companies recently organized.

Chisholm, who has specialized in industrial motion picture production for the past eight years, has been interested in the field for more than 20 years. Originally he left the Ontario Agricultural College with a Bachelor of Science degree and took himself to Hollywood for experience in acting, direction and production. He

(Continued on Page 2)

Midnight Show Ban Now Law

Toronto theatre operators, opposing the ban on midnight shows through counsel at the second discussion of the proposed by-law at the meeting of the Board of Police Commissioners, got scant comfort for the loss of revenue from two minor amendments. Commercial midnight shows became a thing of the past

(Continued on Page 2)

Exhibs Set to Help Red Cross Take

March 30th and 31st, Friday and Saturday, have been declared the two days in which Canadian theatres will be the scene of person-to-person collections as part of the forthcoming national drive of the Red Cross. The Motion Picture War Services Committee agreed to support the procedure, new everywhere in Canada but Montreal.

The request that such collections be permitted was met with considerable hesitancy and J. J. Fitzgibbons, national chairman of the committee, addressed meetings of exhibitors in Vancouver, Calgary, Regina and Winnipeg in an endeavor to determine opinion. Exhibitors were unanimously in favor and upon the chairman's report the executive committee of the Motion

(Continued on Page 21)

USA May Ease Up On Owl Movies

Exemptions from the midnight curfew on entertainment in the USA probably will be granted for film houses which cater to swing-shift workers in war plants, some government officials predicted. It was pointed out that in areas of heavy war production, such as the plane factories and shipyards on the west coast, many theatres

(Continued on Page 21)

A Canterbury Tale

"A CANTERBURY TALE" is a film of rare beauty and imagination. Book it now at EMPIRE-UNIVERSAL FILMS.

It will take its place among the classics of the screen and win your admiration and applause! Starring Eric Portman, Shella Sims and Sgt. John Sweet.

Midnight Show Ban Now Law

(Continued from Page 1)

after March 1st with two exceptions—Christmas and New Year's Eyes.

The board agreed to allow midnight shows when sponsored by charitable, fraternal or patriotic organizations if approved in writing by the chief constable.

The intention to force the closing of theatres at 11.45 p.m. each evening with two exceptions during the year was amended to allow them to remain open until 12.15 p.m. and on Saturday before midnight. Penalty for non-observance is a \$50 fine.

Joseph Sedgwick, representing the Motion Picture Theatres Association of Ontario, denied that midnight shows contributed to juvenile delinquency, which had decreased during 1944. There was no evidence, he said, that crime increased on mornings following midnight shows.

Speaking for the Independent Motion Picture Exhibitors Association of Ontario, Joseph Bullen asked that a survey be made before restrictive action was taken. Theatre owners were willing to bar persons under 21 and unescorted women if the board so desired.

A number of representatives of the clergy were on hand to support the ban.

Exhibitors were taken by surprise by the first action of the Board of Police Commissioners, who recommended a ban without notifying those affected of their intention and without giving them a chance to offer opposition opinion. This they regard, with some justification, as a wholly undemocratic procedure.

The matter was then rushed through City Council, where it was opposed by two of Toronto's four controllers and three aldermen. The majority of those who opposed the ban are connected with the labor movement.

Several aspects of the situation have exhibitors incensed. While theatres, which require less policing than other places of public assembly, must close by 12.15, certain dancing places continue open until 1 a.m. Mayor Robert H. Saunders did not help their feelings any with his thoughtless defense of the ban at a V.D. meeting at Massey Hall, an implication that there was some connection between theatres and that problem.

It is the feeling among Independent exhibitors, who are mainly affected by the ban, that those who asked for it were enabled to get away with misrepresentation and overstatement because theatre associations were caught

'Going My Way' Sweeps Poll

(Continued from Page 1)

ten best films and actors.

A heavier vote was registered this year by the exhibitors and it showed that there were so many excellent productions made available that the list of films nominated was longer than those of previous polls. This in spite of the fact that fewer films were distributed.

The number and diversity of films designated by exhibitors as



INGRID BERGMAN

Tied with Bing Crosby and Greer Garson as second choice of Canadian critics for 1944 acting honors.

having been their best attraction during 1944 is evidence of how varied are the tastes of patrons, even within certain types of production. To pick ten films a total of 112 were nominated. Tastes were just as varied in the matter of stars, of which there were 106 named by exhibitors.

Critical opinion about the best

napping.

Although one large circuit voiced its opposition through a representative, Independents are of the opinion that the circuits, which call for a united front when their welfare is affected, did not dissent vigorously enough. One member of the board stated that there was nothing to show that Canada's largest circuit opposed the board's decision.

films was also divergent, 55 being nominated. There were 59 stars named by critics for a place in the ten best acting choices.

The ten best boxoffice films showed the wide tastes of the public in more concentrated form. Four films were musicals, two sentimental dramas, four were dramas connected with the war, and one was a Western. There were 11 films picked in this poll, there being a three-way tie for 9th place. Of the 11, six were in Technicolor.

There is, however, a marked difference between the tastes of downtown first-run patrons and those of subsequent runs or small town theatres. Of the 20 films named by two first run downtown houses in a leading city, but three made the list of national selections. In some cases films which had held over one or more weeks got nowhere, in others films which had lasted but one week—The Sullivans, for instance—made the honor roll, having been put there by neighborhood and small town voting.

Some stars who made the boxoffice list in the 1943 poll slipped out of it in 1944—James Cagney, Mickey Rooney and Abbott & Costello. Spencer Tracy, Margaret O'Brien and Gary Cooper, unrated in 1943, made it this year.

The usual difference between the tastes of the public and those of movie critics is evidenced this year by the fact that but three of 11 films chosen by the latter made the boxoffice list.

THEATRE WANTED

To lease, about 700 seats. Must be doing good business, with little opposition. Might consider small circuit. All replies held strictly confidential. Write particulars to

BOX 12

Canadian Film
Weekly

Vol 10, No. 10 March 7, 1945

HYE BOSSIN, Managing Editor

Address all communications—The Managing Editor,
Canadian Film Weekly, 25 Dundas Square, Toronto, Canada.

Published by Film Publications of Canada Ltd., 25 Dundas Square, Toronto, Ontario, Canada. Phone ADelaide 4317. Price 5 cents each or \$2.00 per year.

Entered as Second Class Matter.

Printed by Eveready Printers Limited, 78 Wellington Street West, Toronto, Ontario.

O'Byrne Quits ASN, Chisholm In

(Continued from Page 1)

joined ASN in Ontario upon his return.

An extremely well known and popular figure in the Ontario branch of the industry, Frank O'Byrne, by his resignation, ends 23 years of association with



J. J. CHISHOLM

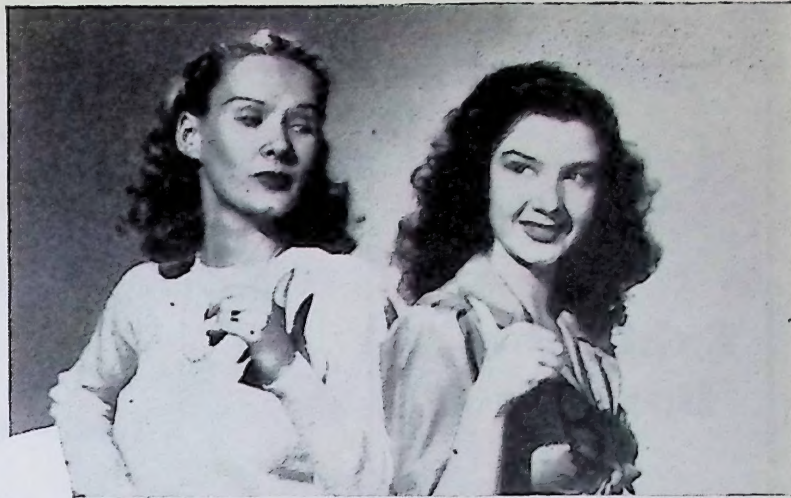
Appointed by B. E. Norrish to succeed Frank O'Byrne, resigned, as Ontario district manager for Associated Screen News.

ASN. He joined the company when L. Ernest Ouimet's Specialty Film went out of business. O'Byrne had been a Pathe newsreel cameraman for Ouimet, that being his calling after he returned from the first World War.

Variety Plaque To Lord Halifax

Britain's ambassador to the U.S.A., the Earl of Halifax, was presented recently at his Embassy residence in Washington a bronze plaque by the Variety Clubs of America. Presentation on behalf of the donor was made by Janet Blair, film star, who was introduced to Halifax by Carter Barron, first assistant national chief Barker.

Plaque dedication reads: "To the everlasting honor of those British and American performers who, during the darkest days of the London blitz,—when steadfastness and sheer courage counted as weapons of war—remembered the slogan of their profession: 'Tonight and every night, the show must go on!'"



'Here Come the Co-eds' Fast & Furious

UNIVERSAL'S latest Abbott & Costello film, "Here Come the Co-eds," will bring out their fans all at once, for it's in their most riotous style. The boys run wild in a girls' school, with Costello donning femme garments to play on the basketball team.

For those who think A & C aren't the funniest funny men in the world there is Phil Spitalny and his Hour of Charm all-girl orchestra.





Canadian 1944

Exhibitors' Boxoffice Poll

10 BEST STARS

(1)

Bing Crosby

(Tied for 2)

**Gary Cooper
Greer Garson**

(4)

Betty Grable

(5)

Spencer Tracy

(6)

Humphrey Bogart

(7)

Bob Hope

(8)

Bette Davis

(9)

Walter Pidgeon

(10)

Margaret O'Brien

Sell 15,000 Block Of FPCC Shares

One of the largest single sales on the Montreal Stock Exchange appeared in recent trading. This was a sale of a block of 15,000 shares of the stock of Famous Players Canadian Corporation Limited at 27¼. The amount involved was over \$400,000. The sale was preceded by a small transaction at 28, and prior to today the last previous sale took place in January, when the closing price was 29.



CANADIAN Exhibitors' Poll Ten Best Boxoffice Films of 1944

(1) GOING MY WAY.....Paramount

Produced by Leo McCarey. Directed by Leo McCarey. With Bing Crosby, Rise Stevens, Barry Fitzgerald, James Brown, Gene Lockhart, Jean Heather and Frank McHugh.

(2) COVER GIRL.....Columbia

Directed by Charles Vidor. With Rita Hayworth, Gene Kelly, Lee Bowman, Phil Silvers, Jinx Falkenburg, Leslie Brooks, Otto Kruger, Eve Arden, Jess Barker and Anita Colby.

(3) HOME IN INDIANA.....20th-Fox

Produced by Andre Daven. Directed by Henry Hathaway. With Lon McCallister, Walter Brennan, Jeanne Crain, June Haver and Charlotte Greenwood.

(4) STORY OF DR. WASSELParamount

Produced by Cecil B. DeMille. Directed by Cecil B. DeMille. With Gary Cooper, Laraine Day, Signe Hasso, Dennis O'Keefe, Carol Thurston and Carl Esmond.

(5) THE SULLIVANS20th-Fox

Produced by Sam Jaffe. Directed by Lloyd Bacon. With Anne Baxter, Thomas Mitchell, Selena Royle, Edward Ryan, Trudy Marshall and Ward Bond.

(6) AS THOUSANDS CHEER.....MGM

Produced by Joseph Pasternack. Directed by George Sidney. With Kathryn Grayson, Gene Kelly, John Boles, Mary Astor and large cast.

(7) WHITE CLIFFS OF DOVER...MGM

Produced by Sidney Franklin. Directed by Clarence Brown. With Irene Dunne, Alan Marshall, Frank Morgan, Roddy McDowall, Van Johnson and S. Aubrey Smith.

(8) TWO GIRLS & A SAILOR...MGM

Produced by Joseph Pasternack. Directed by Richard Thorpe. With Van Johnson, June Allyson, Gloria DeHaven, Jose Iturbi and Jimmy Durante.

Tied for Ninth Place:

(x) A GUY NAMED JOE.....MGM

Produced by Everett Riskin. Directed by Victor Fleming. With Spencer Tracy, Irene Dunne, Van Johnson and Ward Bond.

(x) BATHING BEAUTY.....MGM

Produced by Jack Cummings. Directed by George Sidney. With Red Skelton, Esther Williams, Basil Rathbone, Bill Goodwin and Jean Porter.

(x) BUFFALO BILL.....20th-Fox

Produced by Harry A. Sherman. Directed by William A. Wellman. With Joel McCrea, Maureen O'Hara, Thomas Mitchell, Linda Darnell, Edgar Buchanan and Anthony Quinn.



Studio Score

Canadian 1944 Exhibitors' Poll

10 BEST FILMS

MGM5

A Guy Named Joe
As Thousands Cheer
Bathing Beauty
Two Girls and a Sailor
White Cliffs of Dover

20TH-FOX3

Buffalo Bill
Home in Indiana
The Sullivans

PARAMOUNT ..2

Going My Way
Story of Dr. Wassel

COLUMBIA1

Cover Girl

(Eleven pictures are rated here because of ties)

Pix Piled Up By Paramount

Twenty-seven features on Paramount's 1945 calendar year program are completed and have been sneak previewed, from which the remaining releases for the year will be selected.

Lead-off production is "For Whom the Bell Tolls," which goes into popular price release this month, having played in 900 advance admission engagements.

Completed and scheduled for release this year are "Bring on the Girls," "A Medal for Benny," "Salty O'Rourke," "Out of This World," "Incendiary Blonde," "The Road to Utopia," "The Unseen," "Two Years Before the Mast," "Murder, He Says," "The Affairs of Susan," "Love Letters," "Kitty," "The Lost Weekend," "The Virginian" and "Miss Susie Slagle's."

Nearing completion are "Duffy's Tavern," "Good Intentions" and "Too Good to be True."

ON TOP OF THE WORLD



By Nation-Wide Vote—
In 26 Famous Polls—
America Has Elected—

Paramount
**THE WORLD'S MOST HONORED
FILM COMPANY**

*Paramount Sweeps the
of 1944 in*



OVERPOWERING LE

THE YEAR'S BEST PICTU

"Ten-Best" Polls Amazing 6 to 1 Triumph!

Never anything like it in film history.

Never before has such an overwhelming majority of the year's top honors been heaped upon a single company.

Never before has any company achieved such

ADERSHIP IN ALL 26 POLLS COMBINED

Conducted by 26 recognized, official publications and organizations, and reported in column after column of national news stories...

Covering 71 different selections of

RES, STARS, DIRECTION and PRODUCTION

Here's the Score

The complete, over-all picture of all polls and authoritative individual selections reported to January 15th, date of appearance of the last of the famous annual trade paper surveys...

**DETERMINED BY THE
IMPARTIAL VOTES
OF THOUSANDS OF**

EXHIBITORS
PICTUREGOERS
SYNDICATE REVIEWERS
PICTURE EDITORS
TRADE PAPER REPORTS
NEWSPAPER CRITICS
NATIONAL MAGAZINES
RADIO COMMENTATORS
COLUMNISTS And
BOX-OFFICE STATISTICIANS

HERE'S HOW PARAMOUNT DOMINATES IN "TOP

In All Classes of Awards, In All Polls Combined*

PARAMOUNT WINS

PARAMOUNT WINS

PARAMOUNT WINS

PARAMOUNT WINS

PARAMOUNT WINS

PARAMOUNT WINS

PARAMOUNT WINS

PARAMOUNT WINS

PARAMOUNT WINS

PARAMOUNT WINS

PARAMOUNT WINS

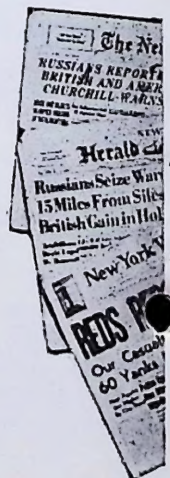
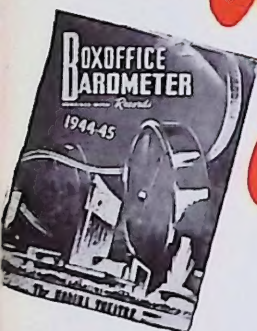
*Paramount
wins 53
out of 71
"firsts"!*

More Than 6 Times As Many
As Any Other Company!

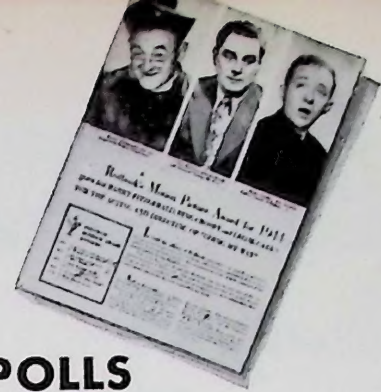
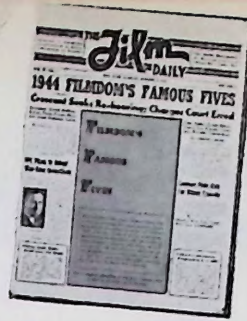
3 Times As Many As
All Others Combined!

Three-Fourths Of All
No. 1 Choices!

*COVERING ALL CLASSIFICATIONS OF
REGULAR SCREEN FEATURES, STARS,
DIRECTORS, AND PRODUCTION.



S"



4 OUT OF 5 FIRSTS IN M. P. HERALD-FAME POLLS

TOP MONEY-MAKING STAR—NEW STAR—PRODUCER—AND INTERNATIONAL FAVORITE

6 OUT OF 11 FIRSTS IN FILM DAILY POLLS

TOP PICTURE—MALE STAR—SUPPORTING ACTOR—DIRECTOR—SCREENPLAY—AND PHOTOGRAPHY

3 OUT OF 4 FIRSTS IN NEW YORK FILM CRITICS' POLLS

TOP PICTURE—ACTOR—AND DIRECTOR

4 OUT OF 6 FIRSTS IN SHOWMEN'S TRADE REVIEW POLL

TOP PICTURE—TOP ADVANCED-ADMISSION PICTURE—TOP MALE STAR—TOP CHARACTER ACTOR

2 OUT OF 4 FIRSTS IN BOXOFFICE MAGAZINE POLL

TOP PICTURE AND MALE STAR

2 OUT OF 4 FIRSTS IN LOOK MAGAZINE AWARDS

TOP ACTOR AND DIRECTOR

1 OUT OF 1 FIRST IN REDBOOK'S ANNUAL AWARD

6 OUT OF 7 SCREEN-STAR FIRSTS IN M. P. DAILY RADIO POLL

4 OUT OF 5 SCREEN-STAR FIRSTS IN RADIO DAILY POLL

5 OUT OF 6 FIRSTS IN LOUISVILLE COURIER-JOUR. LISTS

16 OUT OF 18 FIRSTS IN 15 MISCELLANEOUS MAGAZINE AND NEWSPAPER POLLS

AND NOTE THESE OTHER AMAZING PARAMOUNT ACHIEVEMENTS!

Paramount Had The First 3 of 10 Top Money-Making Stars in M. P. Herald List

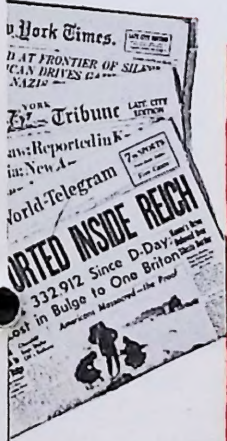
Paramount Had The First 3 of 5 Radio Champion-of-Champions in Fame's List

Paramount Had 9 Out of 13 Total Places in New York Film Critics' Poll

Paramount Had 6 Out of 12 All-American Star Favorites in "Boxoffice" Poll

Paramount Had 5 Out of 10 Best Stars in Nat'l Board of Review Selections

Paramount Had 5 Out of 10 Best Pictures in Cleveland & Louisville Polls



HERE'S HOW PARAMOUNT DOMINATES IN PIC

FROM THE NORTH TO THE SOUTH, PARAMOUNT IS ON TOP*
OF EVERY BEST-PICTURE POLL IN THE WORLD

By Unanimous Acclaim,* The All-Time, All-American,
All-Poll Winner—Unchallenged Leader In
Every Official Selection Of

"THE BEST PICTURE OF 1944"



"GOING MY WAY"

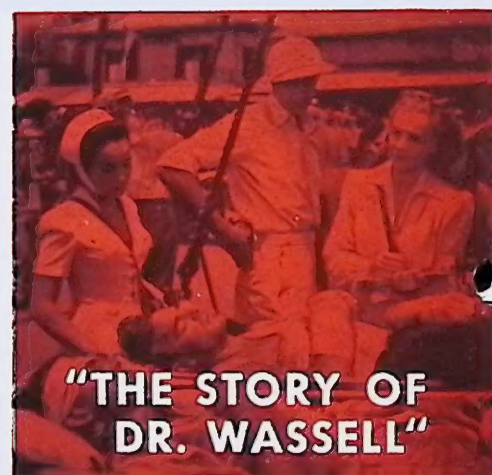
Voted The "Best," "Biggest Money-Making," "Highest Grossing,"
"Most Popular" Picture Of The Year In The Best-Picture
Lists Compiled By—

FILM DAILY	BOXOFFICE MAGAZINE
SHOWMEN'S TRADE REVIEW	LOOK MAGAZINE
THE N. Y. FILM CRITICS	COUNTRY GENTLEMAN
M. P. HERALD-FAME	REDBOOK MAGAZINE*
THE N. Y. HERALD TRIBUNE.....	THE NEW YORK TIMES
(Howard Barnes)	(Bosley Crowther)
NEW YORK "PM"	THE N. Y. WORLD-TELEGRAM
(John T. McManus)	(Allan Cook)
PHILADELPHIA INQUIRER.....	LOUISVILLE COURIER-JOUR.
(Readers' Poll)	(Boyd Martin)
CLEVELAND PLAIN DEALER.....	DALLAS NEWS
(W. Ward Marsh)	(John Rosenfield)
WASHINGTON STAR.....	NATIONAL BOARD OF REVIEW
(Jay Carmody)	
BUFFALO COURIER-EXPRESS.....	SEATTLE TIMES
(W. E. J. Martin)	(Richard E. Hays)
THE TIDINGS... BUENOS AIRES FILM CRITICS...	THE SIGN
(Los Angeles Catholic Magazine)	(National Catholic Magazine)

**("Going My Way" is listed as one of 25 annual champions, but Bing Crosby was voted the year's biggest money-maker for "Going My Way," and this picture won 4 "monthly champion" awards in a row—a... all-time record.)

*** (The Annual Redbook motion picture award for 1944 was given to "Barry Fitzgerald, Bing Crosby and Leo McCarey for the acting and directing of 'Going My Way'.")

23



"THE STORY OF DR. WASSELL"

ONE OF THE 10 BEST
in Film Daily, Showmen's Trade Review
and Country Gentleman Polls. One of
M. P. Herald's 25 Annual Champions.



"LADY IN THE DARK"

ONE OF THE 10 BEST
in N. Y. Herald Tribune and Louisville
Courier-Journal. 6th Highest-Percentage-
Grossing Picture in Boxoffice Barometer
Poll. One of M. P. Herald's 25 Annual
Champions.

TURES

polls - 23 "Firsts" for Paramount

**And These 8 Great Paramount Pictures Won
54 Out Of 178 Total Places—Nearly One-
Third Of All Awards—In All The Best-Picture
Lists On Which Complete Data Is Available†**



**"FOR WHOM
THE BELL TOLLS"**

First of 3 Special Awards by Showmen's Trade Review for Advanced-Admission Attractions. One of M. P. Herald's 25 Annual Champions.



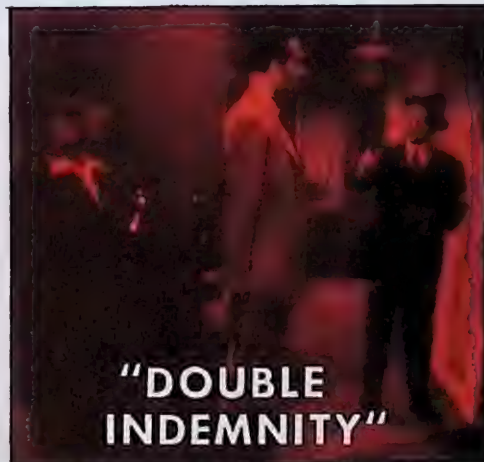
**"HAIL THE
CONQUERING HERO"**

ONE OF THE 10 BEST
in National Board of Review, N. Y. Herald Tribune, N. Y. Times, and Louisville Courier-Journal. Runner-Up in N. Y. Film Critics' Poll.



**"THE MIRACLE OF
MORGAN'S CREEK"**

ONE OF THE 10 BEST
in Showmen's Trade Review, National Board of Review, N. Y. Times, Dallas News, N. Y. World-Telegram, and Louisville Courier-Journal. One of 18 Highest-Percentage-Grossers in Boxoffice Barometer. One of M. P. Herald's 25 Annual Champions.



**"DOUBLE
INDEMNITY"**

ONE OF THE 10 BEST
in N. Y. Herald Tribune, N. Y. World-Telegram, Dallas News, Louisville Courier-Journal, and The Tidings.



**"LET'S
FACE IT"**

9th Highest-Percentage-Grossing Picture in Boxoffice Barometer Poll. One of M. P. Herald's 25 Annual Champions.

* NATIONAL BOARD OF REVIEW POLL SELECTED TWO LISTS: "GOING MY WAY" TOPPED THE "MOST POPULAR PICTURE" LIST; ANOTHER PRODUCTION HEADED THE "BEST PICTURE" LIST.

† AS OF JANUARY 15th, 1945.

HERE'S HOW PARAMOUNT DOMINATES IN STARS

*Paramount won
in 21 out of*

**AND 16 PARAM
PLACES IN AL**

Hailed by Overwhelming
Majority Vote As
**THE LEADING
STAR OF 1944**

10 TOPS—
15 TOTAL AWARDS TO
BING CROSBY

Winner of 4 Out of 5
Best Male Screen Star Polls

Winner of 10 Out of 15
"Firsts" For Which He
Was Eligible

"Placed" in All 15 Lists For
Which He Was Eligible—



- No. 1 Money-Making Star in..... M. P. Herald Poll
- No. 1 Male Star (by a nearly 4-to-1 vote!) in..... Film Daily Poll
- No. 1 Male Star in..... "Boxoffice" Poll
- No. 1 Male Star in..... Showmen's Trade Review Poll
- No. 1 Actor in..... Look Magazine Selection
- No. 1 (Tied with Fitzgerald and McCarey) in Redbook Annual Award
- No. 1 Radio Master-of-Ceremonies in..... M. P. Daily-Fame Poll
- No. 1 Male Vocalist (Popular) by 13-to-1 Vote in.... Radio Daily Poll
- No. 1 Radio Male Vocalist (Popular) in..... M. P. Daily-Fame Poll
- No. 1 Star in..... Fame's International (British) Poll
- No. 2 "All-American Favorite" in..... "Boxoffice" Poll
- No. 2 Radio Champion-of-Champions in..... M. P. Daily-Fame Poll
- No. 2 (Tied) Male Star in..... N. Y. Film Critics' Poll
- No. 5 Star in..... National Board of Review Poll
- No. 5 Star in..... "Country Gentleman" Poll

*ALL LISTS EXCEPT WESTERNS, AND INCLUDING 10
†ALL LISTS EXCEPT

first place 37* best-star polls

Three Times As Many As Any Other Company—
Five More Than All Other Companies Combined!

OUNT PLAYERS WON 43 OUT OF 130 TOTAL L BEST SCREEN-STAR† LISTS COMBINED!

Eight More Than The Next Highest Company—
One-Half As Many As All Other Companies Combined!

5 Tops—

9 Total Awards to
BOB HOPE

No. 1 Radio Champion-of-Champions in M. P. Daily-Fame
No. 1 "Favorite Entertainer" in Radio Daily Poll
No. 1 Radio Comedian in M. P. Daily-Fame Poll
No. 1 Favorite Comedian in Radio Daily Poll
Year of No. 1 Comedy Show in M. P. Daily-Fame Poll
One of 10 Top Money-Making Stars in M. P. Herald
One of 10 Top Male Stars in Showmen's Trade Review
One of 10 Top Stars in Fame's International Poll
One of 14 All-American Favorites in "Boxoffice"

5 Tops—

8 Total Awards to
BARRY FITZGERALD

No. 1 Male Star of New York Times, Daily Mail
No. 1 Supporting Actor in Film Daily Poll
Tied with Cagney and Wallace for greatest young
New York Times Male Star in Showmen's Trade Review
No. 1 Supporting Actor in Louisville Courier-Journal
One of 4 stars "Favorite in Film Daily Poll"
One of 10 Best New Stars in M. P. Herald
One of 10 Top Stars in Showmen's Trade Review
One of 14 All-American Favorites in "Boxoffice"



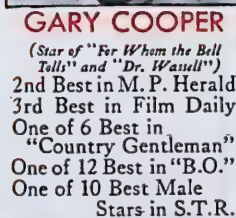
SONNY TUFTS

No. 1
"Star of Tomorrow"
in M. P. Herald-Fame



EDWARD G. ROBINSON

No. 1 Male Actor in
Louisville Cour.-Jour.,
for "Double Indemnity"



GARY COOPER

(Star of "For Whom the Bell Tolls" and "Dr. Watson")
2nd Best in M. P. Herald
3rd Best in Film Daily
One of 6 Best in
"Country Gentleman"
One of 12 Best in "B.O."
One of 10 Best Male
Stars in S.T.R.



DOROTHY LAMOUR

One of 10 Top Female
Stars in Showmen's
Trade Review



BETTY HUTTON

One of 10 Best Stars in
Nat'l Bd. of Review Poll



EDDIE BRACKEN

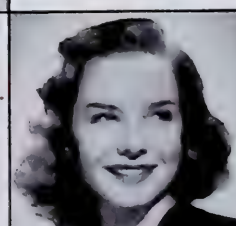
One of 10 Best Stars in
Nat'l Bd. of Review Poll



DIANA LYNN

One of 5 Best Support-
ing Actresses in
Film Daily.

No. 1 Young Star in
Louisville Cour.-Jour.



CLAUDETTE COLBERT

One of 12
All-American Favorites
in "Boxoffice"



**FRED
MACMURRAY**

One of 4 Best Male Stars
in N. Y. Critics' Poll, for
"Double Indemnity"



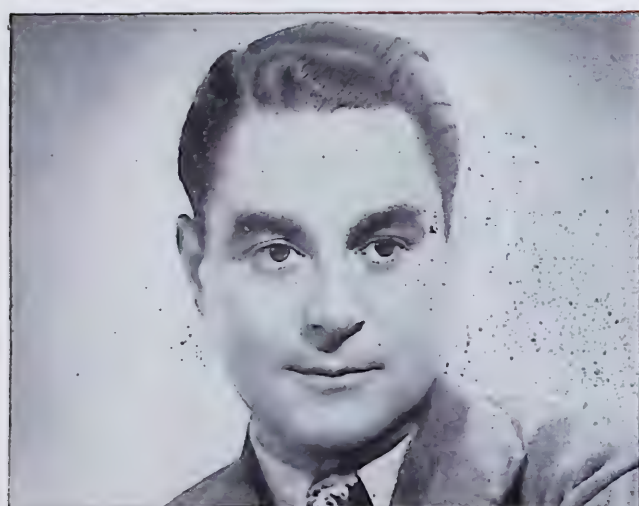
GINGER ROGERS

(Star of "Lady in the Dark")
One of 10 Top Female
Stars in S.T.R.

One of 12
All-American Favorites
in "Boxoffice"

HERE'S HOW PARAMOUNT DOMINATES IN ALL

Paramount wins 8



5 "TOPS" FOR DIRECTION to LEO McCAREY for "GOING MY WAY"

The Winner In 5 Out Of 6 Polls That Voted
For "The Best Direction Of The Year"

First by Three-to-One Vote in Film Daily Poll

Winner of Look Magazine's Annual Award

Tied with Crosby and Fitzgerald for Redbook Award

First in Louisville Courier-Journal Selections

First in New York Film Critics' Poll (*Second and Third of 3 choices in this poll were Preston Sturges for "Miracle" and Billy Wilder for "Double Indemnity"*)

AND PARAMOUNT WINS 6 OUT OF 30 PLACES ON THE 3 OFFICIAL LISTS OF TEN-BEST SHORTS

TOPS BOXOFFICE BAR-
OMETER POLL WITH 3
OUT OF 10—MORE THAN
ANY OTHER COMPANY—
HEADED BY

"THE BEST SHORT
SERIES OF 1944"

George Pal
PUPPETOONS



PARAMOUNT'S MUSICAL PARADE FEATURETTES

One of Ten Best in Boxoffice Barometer and
Showmen's Trade Review Polls.

SPEAKING OF ANIMALS

One of Ten Best in Boxoffice Barometer and
M. P. Herald-Fame Poll.

POPEYE

One of Ten Best in M. P. Herald-Fame Poll.



OTHER CLASSES OF AWARDS

out of 10 "Firsts"

For Direction And Other
Phases Of Production



TOP RADIO DRAMATIC PROGRAM

In Radio Daily and M. P. Daily-Fame Polls—

CECIL B. DEMILLE'S

Lux Radio Theater

Also voted No. 3 Radio Champion-of-Champions in M. P. Daily-Fame Poll.

TOP SCREENPLAY

Frank Butler and Frank Cavett for

"GOING MY WAY"

Runners-up—

Billy Wilder and Raymond Chandler for
"Double Indemnity"

Voted Nos. 1 and 2 in Film Daily Poll—only publication conducting a vote on screenplays.

TOP PRODUCER **FRED KOHLMAR**

with 3 Monthly Champions and 1 Annual Champion during 1944 in Motion Picture Herald-Fame.

TOP PHOTOGRAPHY

Ray Rennahan for

"LADY IN THE DARK"

The Winner by 2-to-1 vote in Film Daily—only poll conducted on photography.

PARAMOUNT DOMINATES IN FACTS, TOO

This complete and thoroughly documented report is the first of its kind in film history.

It consists exclusively of facts—facts that some folks apparently just can't face.

That's why you read so many smoke-screen generalities from other companies—so many inflated claims of "leadership" in the 1944 polls.

No one can be deceived by such extravagant statements in the face of this overwhelming factual evidence of a Paramount triumph so sweeping and conclusive that it has never been matched in the annals of the industry.



**AND
IN 1945***
YOU WILL GET
THESE GREAT
ATTRACTIONS
FEATURING
PARAMOUNT'S
AWARD-WINNING
STARS

"Here Come The Waves"

BING CROSBY • BETTY HUTTON
SONNY TUFTS

"Practically Yours"

CLAUDETTE COLBERT
FRED MacMURRAY

"Bring On The Girls"

VERONICA LAKE • SONNY TUFTS
EDDIE BRACKEN • MARJORIE REYNOLDS

"For Whom The Bell Tolls"

GARY COOPER • INGRID BERGMAN
(POPULAR PRICE RELEASE)

"Road To Utopia"

BING CROSBY • BOB HOPE
DOROTHY LAMOUR

"Incendiary Blonde"

BETTY HUTTON
ARTURO DE CORDOVA

"Out Of This World"

EDDIE BRACKEN • VERONICA LAKE
DIANA LYNN

"Two Years Before The Mast"

ALAN LADD • BRIAN DONLEVY
WILLIAM BENDIX • BARRY FITZGERALD

"Duffy's Tavern"

ALL-STAR PRODUCTION FROM
THE FAMOUS RADIO SHOW

"A Medal For Benny"

DOROTHY LAMOUR
ARTURO DE CORDOVA

"Miss Susie Slagle's"

SONNY TUFTS
VERONICA LAKE

"Murder, He Says"

FRED MacMURRAY



FROM THE WORLD'S MOST HONORED
FILM COMPANY

Paramount



Studio Score

Canadian 1944
Critics' Poll

10 BEST FILMS

PARAMOUNT...3

Going My Way
Double Indemnity
Story of Dr. Wassel

MGM3

Dragon Seed
Gaslight
White Cliffs of Dover

20th-FOX.....2

Lifeboat
The Sullivans

EALING1

San Demetrio, London

TWO CITIES...1

This Happy Breed

UA1

Since You Went Away

WARNERS1

Mr. Skeffington

(Twelve pictures are rated here because of ties)

Sherwin Quits WB McGuire Succeeds

Jack Sherwin, after many years with Warners head office in Toronto, has resigned as head booker and will enter business for himself outside the industry.

Sherwin was succeeded as head booker by Bill McGuire.

Members of the Warner Club and Toronto theatre men joined together to give Sherwin a farewell stag. Joe Plottel, Ontario branch manager, presented him with a briefcase for those present and Harry Lester, Independent exhibitor, expressed the good wishes of others through the gift of a desk writing set.



CANADIAN Critics' Poll

Ten Best Films of 1944

(1) GOING MY WAY...Paramount

Tied for Second Place:

Double Indemnity (Paramount)
Gaslight (MGM)

Tied for Fourth Place:

Lifeboat (20th-Fox)
White Cliffs of Dover (MGM)

Tied for Sixth Place:

Since You Went Away (UA)
Story of Dr. Wassel (Paramount)

Tied for Eighth Place:

Dragon Seed (MGM)
Mr. Skeffington (Warners)
San Demetrio, London (Ealing)
The Sullivans (20th-Fox)
This Happy Breed (Two Cities)

(Twelve pictures are rated here because of the ties for a number of places.)

Warner Roster Reaches New High

A new high mark for talent under contract is revealed in the latest personnel list issued by Warner Bros., showing a total of 199 under term deals with the studio.

Number of stars is 30, an all-time record, and in addition there are 50 featured players, 23 artists engaged for special pictures, 18 directors, 31 writers, 13 producers and four composers. Thirty additional personalities are in the armed forces.

Da Silva Assigned To Second Role

Howard Da Silva, Broadway actor who left the role of Jud in "Oklahoma" to go to Hollywood and play the martinet skipper in "Two Years Before the Mast," thereby winning a long term Paramount contract, was given another choice assignment today. Da Silva will play the sympathetic heavy of "The Blue Dahlia," original screen story by Raymond Chandler, which will star Alan Ladd, Veronica Lake and William Bendix.



Canadian 1944 Critics' Poll

10 BEST STARS

(1)

Barry Fitzgerald

(Tied For 2nd Place)

Bing Crosby
Greer Garson
Ingrid Bergman

(5)

Margaret O'Brien

(Tied For 6th Place)

Bette Davis
Claud. Colbert
Spencer Tracy
Walter Pidgeon

(Tied For 10th Place)

Gary Cooper
Joseph Cotten

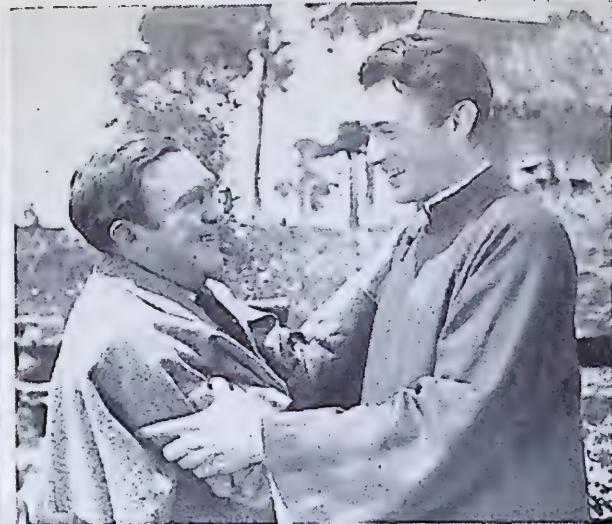


'Within These Walls'

Stephen Richards, whom 20th Century-Fox recently placed under contract, has been named for the romantic lead opposite Mary Anderson in the prison drama, "Within These Walls." Eddie Ryan and Thomas Mitchell have also been cast for prominent parts in production.

Lady Assistant at Park, Welland

Mary Miseta, former employee of the Park, has returned from Toronto to become assistant manager of that theatre. J. J. Paul is manager. Miss Miseta, formerly with National Selective Service, had four years with Welland theatres prior to joining that organization.



20th Century-Fox's 'Keys of the Kingdom' a Fine Drama

THIS screen drama of a man with enduring faith, taken from the novel by A. J. Cronin, reaches deep into the hearts of the patrons. It has been called "a picture with a soul." Gregory Peck is magnificent.

A great cast appears in a film of high technical excellence. In it are Thomas Mitchell, Vincent Price, Rosa Stradner, Roddy McDowall, Edmund Gwen, Sir Cedric Hardwicke, Peggy Ann Garner, Jane Ball, James Gleason, Anne Revere, Phillip Ahn, Edith Barrett, Sara Allgood and others.



The Fighting Lady

20th-Fox 61 Mins.
AMAZINGLY PHOTOGRAPHED FILM OF PACIFIC AIR WAR IS THRILLER; BEST OF ITS TYPE.

To "The Fighting Lady" goes the honor of being the most extraordinary combat film to emerge from the present conflict. The picture, produced by Louis de Rochemont in Technicolor from a 16 mm. original photographed by the U.S. Navy under the supervision of Com. Edward J. Steichen, USNR, is a compelling document of air fighting and assaults on Jap-held positions in the Pacific by planes based on a carrier.

The picture, every foot of which is the real McCoy, contains camera shots such as never have been viewed before in a factual film of World War II. The photography is truly astounding in footage almost literally shot through a gun barrel. It makes "The Fighting Lady" by all odds the most exciting film of its type ever exhibited. The display of action leaves you limp and breathless.

A masterpiece of vividness and realism, the production tells of the exploits of a flat-top identified simply as The Fighting Lady.

The pictorial beauty made possible by Technicolor by contrast serves to heighten the raw drama of the film.

Lt. Robert Taylor, USNR, does a swell job as narrator.

Odeon Acquires Superior Chain

Odeon Theatres of Canada assumed operation of the former Superior Operating circuit of Quebec on the 14th of February as of the 9th. Purchase of Superior, which had eight theatres in Montreal and one in St. Jerome, was completed recently from Ben Garson and Jules Laine.

The circuit is now known as General Theatres (Quebec) Ltd. Don Guald remains a supervisor and no change in the theatre or administrative staff is anticipated.

Theatres acquired under the deal are the Kent, Villebray, Beaubien, Midway, Electra, Peron and Verdun Palace, all in Montreal, and Rex, St. Jerome. Odeon's two other houses in Quebec, Capitol, St. Johns and the

To Have and Have Not

with Humphrey Bogart
Warners 100 Mins.
FIRST-RATE MELODRAMATIC ENTERTAINMENT; NEWCOMER LAUREN BACALL AN EYE OPENER.

Inspired by Ernest Hemingway's novel "To Have and Have Not," Howard Hawks has produced a forceful if disjointed melodrama that is a sort of "Casablanca" of the West Indies. Intrigue in which sex plays an important part makes the film a potent box office lure, for the men especially. The picture, vivid, colorful entertainment alive with commotion, is compounded of familiar ingredients dished out attractively.

The scene is Martinique in 1940. The air is filled with conspiracy, with agents of Vichy lined up against friends of Free France. An American who operates a cabin cruiser, becomes embroiled in the feud — on the side of the Free French, of course. How he crosses up the Vichyites makes an exciting and engrossing story.

Humphrey Bogart performs stalwartly as the hero. As his romantic vis-a-vis the film introduces Lauren Bacall — reedy, sultry, throaty-voiced. Playing an adventuress, she brings a strong sex appeal to her scenes. The boys will find her dynamite. Another surprise is the presence of Hoagy Carmichael, the song composer, in the cast. Walter Brennan is seen at his best as an alcoholic.

There is plenty of zing to Hawks' direction.

CAST: Humphrey Bogart, Walter Brennan, Lauren Bacall, Dolores Moran, Hoagy Carmichael, Walter Molnar, Sheldon Leonard, Marcel Dalio, Walter Sande, Dan Seymour, Aldo Nadi, Paul Marion, Patricia Shay, Pat West, Emmet Smith, Sir Lancelot.

CREDITS: Producer, Howard Hawks; Director, Howard Hawks; Screenplay, Jules Furthman, William Faulkner; Based on novel by Ernest Hemingway; Camera-man, Sid Hickox; Art Director, Charles Novis; Sound, Oliver S. Garretson; Film Editor, Christian Nyby; Special Effects, Roy Davidson, Rex Wimpy; Set Decorator, C-sey Roberts; Musical Director, Leo F. Forbstein.

DIRECTION, Fine. PHOTOGRAPHY, Fine.

Alexandra, Rouyn, will be attached to General Theatres (Quebec).

Neither Garson nor Laine has announced plans of future activities. The former is still active in his poster exchange, which was not affected by the deal.

My Gal Loves Music

with Bob Crosby, Grace McDonald, Alan Mowbray
Universal 63 Mins.
LIGHT PROGRAM MUSICAL WITH WEAK STORY SHOULD SATISFY AS A FILL-IN.

Edward Lilley who produced and directed has taken a weak, silly story and dipped it into a "musical solution" to give it the necessary strength for programming. Six original musical numbers are aptly presented, featuring "Over and Over" sung by Grace McDonald and Bob Crosby, and "Sing a Jingle," nicely vocalized by young Freddie Mercer. Betty Kean shows promise for future roles with her dry-humor delivery and singing and dancing chores.

The story opens with McDonald and Kean, a stranded sister act, doing a medicine show come-on for Walter Catlett in Spoonerville. In order to get back to New York McDonald poses as a 14-year-old prodigy to win a contest and radio contract sponsored by Alan Mowbray, owner of the town's vitamin factory, and judged by Bob Crosby, Freddie Mercer, child runner-up who suspects the trio of a hoax, discloses their true identity to Mowbray who doesn't really care since he's keen on Kean.

CAST: Bob Crosby, Alan Mowbray, Grace McDonald, Betty Kean, Walter Catlett, Freddie Mercer, Paulina Carter, Tom Daly, Gayne Whitman, Chinita, Trixie.

CREDITS: Producer, Edward Lilley; Director, Edward Lilley; Camera-man, Hal Mohr; Original story, Patricia Harper; Screenplay, Eugene Conrad; Adaptation, Edward Dein; Art Directors, John B. Goodman, Abraham Grossman; Sound, Bernard B. Brown; Technician, William Fox; Set Decorators, Russell A. Gausman, Victor A. Gangelin; Film Editor, Russell Schoengarth; Gowns, Vera West; Songs by Milton Rosen, Everett Carter, Inez James, Sidney Miller, Clarence Gaskill; Special Photography, John P. Fulton.

DIRECTION, Fair. PHOTOGRAPHY, Good.

Editorial Defends NFB 'Keg' Short

The recent withdrawal from distribution of the National Film Board short, "Balkan Powder Keg," was criticized editorially by the Toronto Daily Star. The newspaper explained its point of view in a long editorial, concluding with: "This film should be put back in circulation. It should never have been withdrawn."

Sunday Dinner For a Soldier

with Anne Baxter, John Hodiak
20th-Fox 86 Mins.
A TASTY DISH FOR THOSE WHO RELISH THE SENTIMENTAL; EXCELLENT PRODUCTION HELPS.

Where the taste leans to the sentimental "Sunday Dinner for a Soldier" ought to prove good film fare. The tale of an impecunious family's efforts to arrange a dinner for a service man plays an extremely human tune on the heart strings, creating a sense of warmth. The Wanda Tuchock-Melvin Levy screenplay has been accorded a fine atmospheric production by Walter Morosco, Lloyd Bacon bringing to it sympathetic direction.

The story, a flimsy one mixing with comedy and heartaches, has Anne Baxter living a precarious existence with Grandpappy Charles Winninger, a shiftless soul, on a houseboat on the Florida Coast. Keeping an eye on grandpop and two kid brothers and a sister while figuring out a way to get food for the dinner makes Miss Baxter's life miserable indeed.

The film has been well acted. Miss Baxter touches you with her performance. As the service man who comes to dinner and becomes romantically involved with Miss Baxter, John Hodiak is okay. Winninger contributes immensely to the entertainment.

CAST: Anne Baxter, John Hodiak, Charles Winninger, Anne Revere, Connie Marshall, Chill Wills, Robert Bailey, Bobby Driscoll, Jane Darwell, Billy Cummings, Marietta Canty, Barbara Sears, Larry Thompson, Bernie Sell, Chester Conklin.

CREDITS: Producer, Walter Morosco; Director, Lloyd Bacon; Screenplay, Wanda Tuchock, Melvin Levy; Based on story by Martha Cheavens; Camera-man, Joe MacDonald; Musical Score, Alfred Newman; Art Directors, Lyle Wheeler, Russell Spencer; Set Decorators, Thomas Little, Fred J. Rode; Film Editor, J. Watson Webb; Special Effects, Fred Sersen; Sound, Alfred Bruzlin, Harry M. Leonard.

DIRECTION, Good. PHOTOGRAPHY, Good.

J. Reynolds Retires; WB Drops 'Janie'

Due to the retirement from the screen of Joyce Reynolds, who rose to stardom in Warner's "Janie", Jack L. Warner, executive producer, announces abandonment of plans for a series of sequel films.

Miss Reynolds recently married U.S. Marine Lieutenant Robert Lewis and is joining him in Quantico, Va., where he is stationed.



RKO-Goldwyn Offers Hope in 'The Princess and the Pirate'

BOB HOPE comes back to the screen in RKO's stunning Technicolor feature, "The Princess and the Pirate," a Samuel Goldwyn production which is among his best.

It's loaded with Hope's peculiar type of comedy and moves along in a great hurry. Hope is a cowardly actor who is captured by Victor McLaglin, pirate leader. Big Victor also has Virginia Mayo in chains and Hope uses his art to free the girl, only to lose her to Crosby, who shows up from nowhere.

Walter Brennan, Walter Slezak and Marc Lawrence are but a few of the supporting players.



USA May Ease Up On Owl Movies

(Continued from Page 1)

remain open after midnight to provide entertainment for swing-shift workers. Some of these theatres probably will be allowed to continue operation.

Meanwhile, the Allied States Association of Motion Picture Exhibitors, an organization of independent exhibitors, issued a blast last week, claiming films were being slandered by being classified with bars and dance halls.

"We do most emphatically protest the growing tendency in official quarters," it said in part, "to classify motion picture theatres with drinking places, dance halls, sports arenas, etc. The implications of such classifications are grossly unfair, whether intended or not.

"Considering the large amount of screen time devoted to government-sponsored reels, and the splendid funds for the Red Cross and other relief agencies, such classification shows a woeful lack of appreciation.

"The only after-midnight shows in Allied territory this office is aware of are conducted for the benefit of servicemen on furlough and war workers whose working hours restrict their recreational activities to the hours between midnight and dawn.

"In one city—a war production centre—an all-night operation was undertaken at the request of the authorities."

Buys Screen Rights To 'The Callahans'

The screen rights to the radio show, "The Callahans," a serial of family life treated in comedy vein, were purchased by Columbia Pictures from the author, Fritz Blocki. The film will be produced by John Stone.

Wilson to Chatham

Harry Wilson, manager of the Capital, Brockville, Ontario, has been moved to the Capitol, Catham, assuming the post made vacant by the passing of Pat Drohan recently. Jim Dodsworth had been filling in in Chatham.

Ritz Bros. Back?

Twentieth Century-Fox is dickering with Ritz Brothers and may sign them to a contract.

Majors Sue Exhibs On BO Fraud Claim

MGM. Paramount, 20th-Fox and Warners are suing the Nelson-Renner Endicott circuit in New York for \$180,000, claiming that boxoffice reports had been falsified to keep rentals down.



The Land of Babble On

Gary Hogarth of Kingsville wrote that his leading boxoffice film during 1944 was "Technicolor" . . . Another exhibitor wrote on his ballot: "No. 13 (the year's worst stinker) 'Voice in the Wind' . . . That exhibitor was from Ontario but one from Saskatchewan listed his ten best, then added: "Our worst picture was 'Voice in the Wind' . . . There's a story connected with that. 'Voice in the Wind' belonged to PRC and the story got around that it was a pip. UA bought it for \$400,000, they say. PRC franchise holders became angry at having the 'bonanza' sold before they could have it and raised enough ruckus to cause executive changes. UA probably got its money out but little more . . . Reissues had a good year in 1944 and perhaps we should have run a poll on them. One small town man wrote that "Adventures of Tom Sawyer" did the most business for him.

Observanda

Bert Jeffery of United Artists, recovered from an illness recently, is bedded again . . . Izzy Allen brought back news of Ike Sourkes' illness. Ike really has it tough. In some quirky fashion he banged against his car and it led to eye trouble, both peepers being bothered . . . The Superior-Odeon deal called for a retention of the services of present employees, a nice thing to do . . . They say that Famous Players have bought out Sam Weiner but there is no official announcement . . . Aaron Wolfe has joined the PRC staff . . . Murray Sweigman has left Inter Theatre Services, having bought Morrie Rittenberg's Independent Poster Supply . . . Morrie will confine himself to exhibition . . . Georgie Altman has a new button from the Red Cross for his 10th blood donation . . . The staff of the Elgin, Ottawa, presented Steve McManus with a ring as a farewell gift and the city's other managers gave him a club bag.

Notes to You

That was an interesting broadcast by Graham McInnis of the NFB from Ottawa recently. All about housing . . . "The Seventh Cross" put a patron to sleep so soundly at the Oakwood Theatre, Toronto, that he woke up after everyone went home. Finally found a phone and called the cops to get him out . . . Irv Hoffman of the Hollywood Reporter dug up the story about the late John D. Rockefeller telling his son that the secret of success was honesty and sagacity. "What is honesty?" Junior asked. "When you give your word always keep it no matter how adverse conditions are," said Senior. "And what is sagacity?" pressed Junior. "Never give it!" came the answer . . . Everyone will wish Frank O'Byrne plenty of luck with his new job. Frank is mighty popular in these parts . . . The Colonial will disappear when Simpson's extends towards Bay street. The house has been closed since sound came in and its owner resisted many offers to lease it. I would like to have a look inside the old place before the wreckers go to work, for I spent many a happy evening there in more youthful days.

Hitchcock's Next

Alfred Hitchcock is working with Ben Hecht on the screen-play of "Notorious" for Selznick International.

Good BO Trio

Irving Pichel will direct "Tomorrow is Forever" for International, Claudette Colbert, George Brent and Orson Welles will star.

Cartoon for UA

"Pepito," cartoon in United Artists Daffy Ditty series, will be finished any day.

Another to Rank

R. G. Sidney, in United Artists contract department for 17 years, leaves the New York office to join Eagle-Lion. He will be head statistician and sales comptroller under Arthur Kelly, president.

Sign Olivier, Jr.

Parquin Olivier, eight-year-old son of Laurence Olivier, has been signed by Universal for a role in "Scotland Yard Investigator." He will play the grandson of C. Aubrey Smith and Eva Moore. Young Olivier's real life granny is Miss Moore.

Get Ready For Red Cross Take

(Continued from Page 1)

Picture War Services based its approval.

Audience collections, used in Montreal since 1941, have yielded an average of about \$8,000.

Some points suggested by the committee:

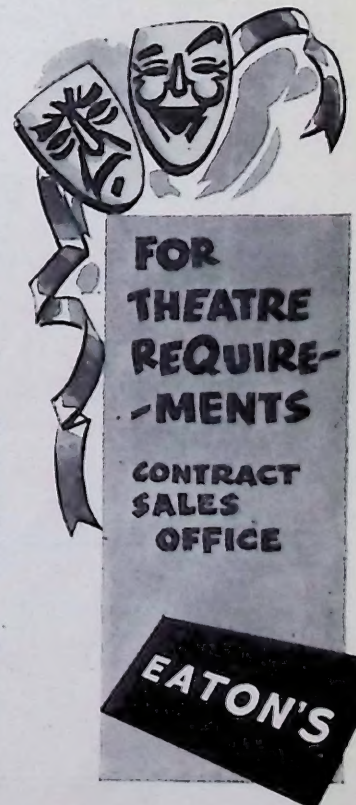
Collections should be made at peak evening performances on both days for maximum results.

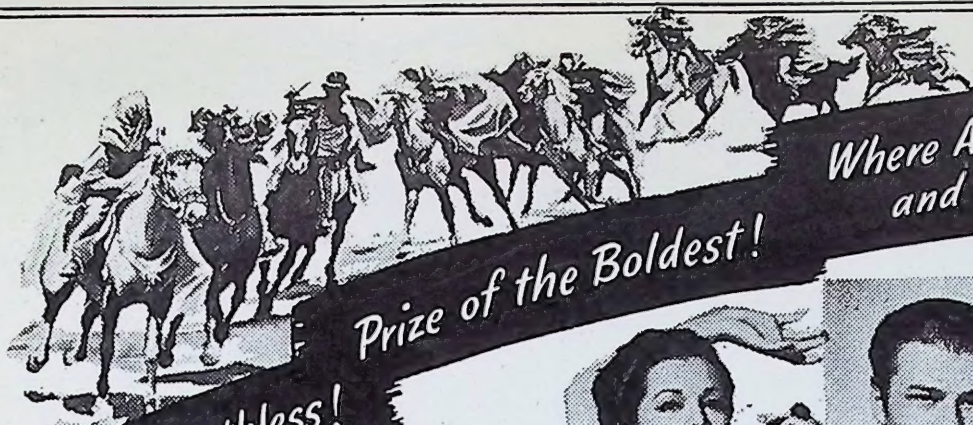
Collections will be confined to theatres operating not less than six days weekly. Trailers will be sent to these theatres and it is estimated that there are 739, excluding Quebec. Trailers are one minute and a half in length.

Red Cross units will be notified by officials to co-operate with theatre managers. Such units will furnish all the girls necessary to make the collection and will assume the responsibility for the handling of cash. Theatres will be furnished with a report at the close of the campaign.

In places where the Red Cross cannot take up the collection, theatres will not participate. In such case the exhibitor or manager should notify the national chairman.

It is suggested that exhibitors join with the local Red Cross to rehearse the method of collection. This is important in speeding up the collection and helping to avoid delay. A collection can be taken in a large downtown theatre in three minutes, during which time the non-sync provides music.





*Where Adventure Lives
and Romance Rules!*

Prize of the Boldest!

Love of the Ruthless!



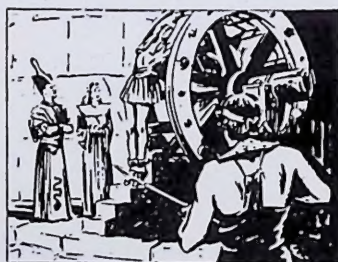
Maria **MONTEZ**
Jon **HALL**
Turhan **BEY**



**SEE!...1000 wild
horses in thundering
stampede!**



**SEE! Desert nomads
in dangerous conquest!**



**SEE!...The terrors
of the rack!**

Sudan



in **TECHNICOLOR**



with
ANDY DEVINE
GEORGE ZUCCO
ROBERT WARWICK

**SURE IT'S A
UNIVERSAL**

Distributed in Canada By
EMPIRE-UNIVERSAL FILMS LTD.